

Regional Profiles for Industry Targeting

West Michigan Region

(Allegan, Barry, Ionia, Kent, Oceana, Ottawa, Muskegon, and Newaygo Counties)

Current Labor Market Indicators

Area	Jobless Rate	Avg. Weekly Wage	Change 2001-2003			Forecast Job Growth Rate 2000- 2010
			Jobless Rate	Jobs	Weekly Wage	
Region	7.7%	\$641	+2.5	-4.9%	+5.7%	+12.0%
Michigan	7.3%	\$727	+2.0	-4.2%	+4.4%	+9.3%
U.S.	6.0%	\$691	+1.3	-2.6%	+3.4%	+15.2%

Industry Job Trends

Industry	Percent Change 2001-2003			Share of Total		
	Region	MI	U.S.	Region	MI	U.S.
All Industries	-4.9	-4.2	-2.6	100.0	100.0	100.0
Construction	-6.2	-8.0	-2.5	5.6	5.2	6.2
Manufacturing	-14.3	-12.7	-12.5	26.6	19.7	13.5
Trade	-6.5	-6.0	-2.3	18.2	18.6	19.0
Transportation	-3.9	-5.2	-5.6	2.3	2.7	3.7
Utilities	-3.3	-2.1	-4.0	0.4	0.6	0.5
Information	+0.1	-7.2	-12.5	1.6	1.9	3.0
Financial Activities	+2.7	+3.8	+1.9	4.9	5.8	7.3
Professional & Business Services	-1.8	-3.4	-3.8	12.1	16.0	14.8
Educational Services	+21.5	+14.8	+7.4	2.1	1.4	1.9
Health Services	+7.7	+5.0	+6.0	11.2	12.8	12.8
Leisure & Hospitality	+1.6	+1.5	+1.6	9.8	11.0	11.5
Other Services	-4.1	-4.5	+1.3	3.4	3.5	4.0

Regional Profiles for Industry Targeting are for informational purposes only. Grant proposals may reflect regions and industries not captured in these profiles.

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Potential Target Industries

Core Industries (Region has a higher share of jobs in this industry than nationally)

Industry	Jobs	Average Weekly Wage	Percent Change 2001-2003	
			Jobs	Weekly Wage
Furniture & Related Product Mfg.	16,254	\$900	-38.8	+1.9
Transportation Equipment Manufacturing	29,161	\$900	-7.9	+6.2
Machinery Manufacturing	15,350	\$981	-10.4	+6.8
Fabricated Metal Product Manufacturing	15,650	\$740	-6.7	+7.2
Food Manufacturing	11,378	\$703	-9.2	+10.9
General Merchandise Store	16,322	\$324	-8.2	+14.0
Educational Services	11,062	\$511	+21.5	+5.4
Merchant Wholesalers, Durable Goods	15,170	\$830	-8.6	+6.1
Hospitals	20,930	\$662	+9.4	+9.5
Administrative & Support Services	34,197	\$428	-3.2	+9.6

Developing Industries (Region's share of jobs advancing faster than national average)

Industry	Jobs	Average Weekly Wage	Percent Change 2001-2003	
			Jobs	Weekly Wage
Transportation Equipment Manufacturing	29,161	\$900	-7.9	+6.2
Fabricated Metal Product Manufacturing	15,650	\$740	-6.7	+7.2
Educational Services	11,062	\$511	+21.5	+5.4
Motor Vehicle & Parts Dealers	9,352	\$651	+14.6	-1.9
Hospitals	20,930	\$662	+9.4	+9.5
Management of Companies & Enterprises	7,664	\$1,041	+10.9	+9.7
Ambulatory Health Care Services	20,004	\$879	+10.9	+6.1
Administrative & Support Services	34,197	\$428	-3.2	+9.6
Food Services & Drinking Places	39,502	\$201	+1.4	+2.7
Nursing & Residential Care Facilities	11,988	\$386	+3.3	+9.3

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Under-Represented Industries (Regional industries with below average share in jobs, but with positive employment outlook nationally)

Industry	Jobs	Average Weekly Wage	Percent Change 2001-2003	
			Jobs	Weekly Wage
Transit & Ground Passenger Transport.	713	\$489	+37.6	+17.9
Securities, Commodity Contracts & Other	1,373	\$1,627	-4.3	-1.2
Accommodation	3,295	\$292	+2.1	+1.6

Competitive-Advantage Industries (Regional industries with a favorable combination of wage, employment change, and competitive employment performance vs. national trends)

Industry	Jobs	Average Weekly Wage	Percent Change 2001-2003	
			Jobs	Weekly Wage
Ambulatory Health Care Services	20,004	\$879	+10.9	+6.1
Management of Companies & Enterprises	7,664	\$1,041	+10.9	+9.7
Transportation Equipment Manufacturing	29,161	\$900	-7.9	+6.2
Hospitals	20,930	\$662	+9.4	+9.5
Motor Vehicle & Parts Dealers	9,352	\$651	+14.6	-1.9
Insurance Carriers & Related Activities	7,764	\$819	+7.4	+6.1
Professional, Scientific & Tech. Services	19,547	\$861	-3.5	+5.5
Wholesale Electronic Markets & Agents	3,271	\$791	+5.2	-4.4
Financial Institutions & Related Activities	9,879	\$776	+1.8	-13.6
Publishing Industries (Except Internet)	3,121	\$712	+4.4	+14.4

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Hospitals

Current Labor Market Indicators

Area	Percent Change 2001-2003		Average Weekly Wage	Forecast Job Growth Rate 2002- 2012
	Jobs	Weekly Wage		
Region	+9.4	+9.5	\$662	N/A
Michigan	+5.4	+8.6	\$721	N/A
U.S.	+5.0	+10.5	\$749	+1.4%

Primary Occupations

	Registered Nurse	Nursing Aid	Radiological Technologist
O*Net SOC Code	29-1111	51-4011	29-2034
Average Wage	\$23.15/hr.	\$10.54/hr.	\$17.50/hr.
Tasks	Maintain records Monitor patient care Monitor records Provide health care Record vital signs	Administer meds. Answer patient calls Patient hygiene Serve/collect food Transport patients	Determine pt. needs Explain procedures Evaluate x-rays Operate equipment Perform procedures
Knowledge*	Medicine Biology Personal service Chemistry Counseling	Personal service Medicine Chemistry Public safety Counseling	Medicine/Dentistry Physics & Biology Customer service English language Psychology
Skills*	Speaking Service orientation Reading comp. Social perceptiveness Decision making	Service orientation Social perceptiveness Active listening Coordination Speaking	Operation & control Speaking Operation monitoring Reading comprehens. Active listening
Abilities*	Oral expression Oral comprehension Problem sensitivity Written comp. Written expression	Oral comprehension Static strength Oral expression Written comp. Near vision	Oral expression Written comprehens. Oral comprehension Information ordering Speech clarity

*Listed in order of importance

For detailed information see O*Net OnLine: http://online.onetcenter.org/gen_search_page

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Professional, Scientific & Technical Services

Current Labor Market Indicators

Area	Percent Change 2001-2003		Average Weekly Wage	Forecast Job Growth Rate 2002- 2012
	Jobs	Weekly Wage		
Region	-3.5	+5.5	\$861	N/A
Michigan	-6.5	+1.3	\$1,141	N/A
U.S.	-4.5	+1.5	\$1,098	2.5%

Primary Occupations

	Computer Support Specialists	Bookkeeping & Accounting Clerks	Accountants
O*Net SOC Code	15-1041	43-3031	13-2011.01
Average Wage	\$19.64/hr.	\$13.68/hr.	\$25.15/hr.
Tasks	Answer questions Read manuals Confer with staff Develop training Inspect equipment	Calc./prepare checks Handle bills/invoices Check figures Compute payroll Monitor accounts	Prep/examine records Prepare tax returns Analyze operations Report mgt. Develop reports
Knowledge*	Computer Electronics Education Training	Accounting Clerical Mathematics English language Computers	Mathematics Accounting Personal service English language Computers
Skills*	Instruction Operations analysis Troubleshooting Quality control anal. Reading comp.	Mathematics Reading comp. Writing Monitoring Fin. resource mgt.	Mathematics Active listening Critical thinking Monitoring Reading comp.
Abilities*	Oral comprehension Written comp. Oral expression Problem sensitivity Near vision	Number facility Math reading Near vision Written comp. Information ordering	Problem sensitivity Deductive reasoning Oral expression Written expression Information ordering

*Listed in order of importance.

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Transportation Equipment Manufacturing

Current Labor Market Indicators

Area	Percent Change 2001-2003		Average Weekly Wage	Forecast Job Growth Rate 2002- 2012
	Jobs	Weekly Wage		
Region	-7.9	+6.2	\$900	N/A
Michigan	-12.3	+10.6	\$1,220	N/A
U.S.	-9.5	+7.9	\$1,030	-0.2%

Primary Occupations

	Machinist	CNC Operator	Welders, Cutter, Solders & Blazers
O*Net SOC Code	51-4041	51-4011.01	51-4121.01
Average Wage	\$15.29/hr.	\$15.12/hr.	\$13.06/hr.
Tasks	Align/secure tools Calculate dimensions Dismantle equipment Fit/assemble parts Maintain machines	Set machine tools Install tools Determine specs. Calc./set controls Maintain machines	Weld or tack welds Use required equip. Check for defects Dismantle product Position workpiece
Knowledge*	Mechanical Design Engineering/tech. Mathematics Production/processing	Mechanical Production Processing Engineering Technology	Mechanical Production Processing Building Construction
Skills*	Quality control Operation/control Mathematics Operations analysis Equipment selection	Operation/control Monitoring Equipment selection Equip. maintenance Quality control	Operation/control Equipment selection Mathematics Equip. maintenance Operation monitoring
Abilities*	Visualization Control precision Near vision Written comp. Manual dexterity	Problem sensitivity Control precision Number facility Wrist-finger speed Reaction time	Arm-hand steadiness Manual dexterity Near vision Control precision Dynamic strength

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